

Attorney Docket No. 52719.00009

**AMENDMENT TO THE CLAIMS**

Please amend *EXISTING* claims 1 - 6, 11 - 15, 20 - 22, 24, 29 - 31, 33 and 38; Cancel claims 7 - 10, 16 - 19, 25 - 28 and 34 - 37 without prejudice; and add new claims 39 - 42 as follows:

**We Claim:**

a' 1. (Currently Amended) A computer program product for analyzing ~~creating a multi dimensional report from~~ information in at least one source database, said computer program product comprising:

- code for receiving a definition of at least one ~~customer profile~~ of a plurality of customer profile groups;
- code for receiving ~~from a user~~ input indicating a ~~report configuration selection~~ at least one quantity of interest in the information;
- code for receiving a definition for a data model;
- code for dynamically creating at least one generated database based upon the data model and configured to the quantity of interest, further comprising:
  - code for creating at least one first dimension table based upon ~~said report configuration selection and said information~~ the data schema and the quantity of interest; and
  - code for creating at least one fact table based upon ~~said report configuration selection and said information~~ the data schema and the quantity of interest and the information;
- code for displaying at least a portion of the dynamically generated database providing a report comprised of said at least one first dimension table and said at least one fact table; and
- a computer readable storage medium for containing the codes.

2. (Currently Amended) The computer program product of claim 1 ~~wherein said further comprising code for generating a customer profile report is an customer profile report, said and wherein the information further comprising comprises~~ business performance measures, ~~said and wherein:~~

- code for creating at least one first dimension table further ~~comprising comprises:~~
  - code for creating a customer profile hierarchy; and said
- code for creating at least one fact table further ~~comprising comprises:~~
  - code for aggregating said business performance measures according to

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said customer profile hierarchy.

3. (Currently Amended) The computer program product of claim 1 ~~wherein said report is further comprising code for generating an operation report, said and wherein the information further comprising comprises~~ business performance measures, ~~said and wherein:~~

code creating at least one fact table further ~~comprising comprises:~~

code for aggregating said business performance measures; and  
code for filtering said customer profiles.

4. (Currently Amended) The computer program product of claim 1 ~~wherein said report is further comprising code for generating a customer behavior report, said and wherein the information further comprising comprises~~ customer records, ~~said and wherein:~~

code for creating at least one first dimension table further ~~comprising comprises:~~

code for creating a at least one of a plurality of customer profiles  
profiling dimensions based upon the at least one of a plurality of customer profile  
groups received; and said

code for creating at least one fact table further ~~comprising comprises:~~

code for aggregating customer records based on said at least one of a  
plurality of customer profiles profiling dimensions.

5. (Currently Amended) The computer program product of claim 1 further comprising:  
code for creating a list of customers for each ~~customer profile in said one of the~~ plurality  
of customer profile groups;

code for creating at least one intermediary data structure to manage the list of customers;

and

code for creating customer classification components in a meta model for each customer  
profile group.

6. (Currently Amended) The computer program product of claim 1 wherein said  
information comprises at least one of telecommunications information, financial information, retail  
marketing information, insurance information, and health care information.

7. (Cancelled)

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8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

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11. (Currently Amended) A computer program product for analyzing ~~creating a multi dimensional report from~~ information in at least one database, said computer program product comprising:

- code for receiving a definition of at least one ~~customer profile~~ of a plurality of customer profile groups;
- code for creating a list of customers for each one of the customer profile in said plurality of customer profile groups;
- code for creating customer classification components in a meta model for each customer profile group;
- code for receiving ~~from a user~~ input indicating a ~~report configuration selection~~ at least one quantity of interest in the information;
- code for receiving a definition for a data model;
- ~~code for extracting information from said at least one database;~~
- code for dynamically creating at least one generated database based upon the data model and the quantity of interest, further comprising:
  - code creating at least one first dimension table based upon ~~said report configuration selection~~ the data schema and the quantity of interest; and
  - code for creating at least one fact table based upon ~~said report configuration selection and said information~~ the data schema, the quantity of interest and the information;
- code for displaying at least a portion of the dynamically generated database ~~providing a report comprised of said at least one first dimension table and said at least one fact table;~~ and
- a computer readable storage medium for holding the codes.

12. (Currently Amended) The computer program product of claim 11 ~~wherein said further comprising code for generating a customer profile report is an customer profile report, said and wherein the information further comprising comprises~~ business performance measures, said and wherein:

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code for creating at least one first dimension table further ~~comprising~~ comprises:

code for creating a customer profile hierarchy; and ~~said~~

code for creating at least one fact table further ~~comprising~~ comprises:

code for aggregating said business performance measures according to  
said customer profile hierarchy.

13. (Currently Amended) The computer program product of claim 11 ~~wherein said report~~  
is further comprising code for generating an operation report, said and wherein the information further  
comprising comprises business performance measures, ~~said and wherein~~:

code for creating at least one fact table further ~~comprising~~ comprises:

code for aggregating said business performance measures; and

code for filtering said customer profiles.

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14. (Currently Amended) The computer program product of claim 11 ~~wherein said report~~  
is further comprising code for generating a customer behavior report, said and wherein the information  
further comprising comprises customer records, ~~said and wherein~~:

code for creating at least one first dimension table further ~~comprising~~ comprises:

code for creating a at least one of a plurality of customer profiles

profiling dimension tables based upon the at least one of a plurality of customer

profile groups received; and ~~said~~

code for creating at least one fact table further ~~comprising~~ comprises:

code for aggregating customer records based on said at least one of a

plurality of customer profiles profiling dimension tables.

15. (Currently Amended) The computer program product of claim 11 wherein said  
information comprises at least one of telecommunications information, financial information, retail  
marketing information, insurance information, and health care information.

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Currently Amended) A computer program product of for analyzing transferring information ~~from~~ in a first database, said first database organized according to a first data schema model, ~~to a second database, said second database organized according to a second data model to serve as the~~ basis of analysis of the data, said computer program product comprising:

code for receiving as input a first data defining a virtual data model definition;

code for determining from the virtual data model a second data schema;

code for receiving as input a second third data model definition;

code for creating a third database having a third data schema from the third data model;

code for creating a first mapping, ~~said mapping providing that provides~~ a translation for data from said first data ~~model~~ schema to said second data ~~model~~ schema;

code for creating a second mapping, that provides a translation for data from the second data schema to the third data schema;

code for selectively migrating ~~said data~~ information from said at least one of the first database to ~~said second~~ the second database according to ~~said the first mapping, and the second database~~ to the third database according to the second mapping; and

a computer readable storage medium for holding the codes.

21. (Currently Amended) The computer program product of claim 20 wherein said first data schema model comprises a star schema.

22. (Currently Amended) The computer program product of claim 20 wherein said ~~second~~ virtual data model comprises an identity centric data organization.

23. The computer program product of claim 22 wherein said identity is a customer identity.

24. (Currently Amended) The computer program product of claim 20 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

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25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Currently Amended) The computer program product of claim 20 wherein ~~said~~  
second the virtual data model comprises a reverse star schema.

ai 30. (Currently Amended) A computer program product ~~of~~ for analyzing information from  
a database, said database organized according to a first data model, said computer program product  
comprising:

code for defining based upon a virtual data model a data warehouse;

code for receiving as input a definition of a second data model;

code for creating a first mapping from said first data model to said ~~second data model~~

data warehouse;

code for creating a second mapping from said data warehouse to said second data model;

code for analyzing ~~said data~~ information based upon said second data model, using the  
first mapping and the second mapping and ~~said mapping~~; and

a computer readable storage medium for holding the codes.

31. (Currently Amended) The computer program product of claim 30 wherein said first  
virtual data model comprises an identity centric data organization.

32. The computer program product of claim 31 wherein said identity is a customer  
identity.

33. (Currently Amended) The computer program product of claim 30 wherein said  
information comprises at least one of telecommunications information, financial information, retail  
marketing information, insurance information, and health care information.

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34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

A1

38. (Currently Amended) A system for visualizing information, said system comprising:  
an OLAP server;  
at least one data source;  
a data warehouse;  
at least one decision support computer, interoperable with said data warehouse, said at least one data source and said OLAP server;  
wherein said decision support computer is operatively disposed to:  
create a mapping based upon a virtual schema, said mapping providing a translation for data in said at least one data source to said data warehouse;  
migrate said data from said at least one data source to said data warehouse according to said mapping; and  
provide said data to said OLAP server for display.

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39. (New) The computer program product of claim 1, further comprising:  
code for receiving a definition of a meta-model schema;  
code for generating a data warehouse populated with the information from the source database and in accordance with the reverse star schema meta-model; and  
code for providing the data warehouse in place of the source database for creating the dynamically generated database.

40. (New) The computer program product of claim 38, wherein the meta-model schema is a reverse star schema.

41. (New) The computer program product of claim 38, further comprising:  
code for receiving a selection of a targeted customer segment of interest as the quantity of

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interest;

code for generating at least one of a plurality of targeted customer segment tables based upon the dynamically generated database; and

code for providing the targeted customer segment tables to external applications.

42. (New) The computer program product of claim 1, wherein the dynamically generated database further comprises:

code for receiving an input from an on-line application processor (OLAP);

code for transforming the input into a database query based upon the data model; and

code for providing information in response to the database query.